

**Ronald McDonald House Charities Ann Arbor**

3rd Party Fundraiser Guidelines

We are delighted that you are considering sponsoring an activity that will assist Ronald McDonald House Charities Ann Arbor (RMHCAA) in our mission to provide a “home away from home” for families of children experiencing a serious illness or injury requiring hospitalization or treatment on an outpatient basis. We have a small staff, so are very grateful to be the beneficiary of financial support as a result of special fundraising events or projects organized by generous individuals, groups, and organizations.

In order to ensure that all proposed fundraising projects or events are in keeping with our organizational guidelines, and to comply with regulations pertaining to non-profit organizations, we require the following:

* Completion and return of the attached “3rd Party Fundraiser Application” for review prior to authorization to conduct an event. This form should be submitted before you begin your planning process. Your request will be reviewed for approval and a response provided within one to two weeks.
* **Use of RMHCAA’s name or logo** will only be authorized after completion of the 3rd Party Fundraiser Application. The sponsor is authorized to use the name “Ronald McDonald House Charities Ann Arbor” only in connection with their fundraising event, and only until the completion of the event, or termination of this agreement.
* Any advertisements or press releases need to be approved by the Ronald McDonald House Ann Arbor prior to their release.
* RMHCAA must approve all collateral material bearing our name and/or logo. RMHCAA reserves the right to decide not to participate in any activity, event, or program if it is deemed inappropriate, in conflict with another activity of the organization, or not in line with our interests.
* The amount or percentage of monies donated to RMHCAA must be included in all advertisements so that the public clearly knows what percentage of their funds will benefit the charity organization.
* Due to a limited staff, RMHCAA cannot guarantee assistance in promoting the event. If able, we will try to include events on our social media platforms and other online resources.
* RMHCAA must always be sensitive to the privacy of children or families staying at our Houses. Therefore, no family that is or has been a guest of RMHCAA may be exploited in connection with the event or endeavor.
* The event sponsor must agree to comply with all necessary local or government regulations. This includes, but is not limited to, registering with appropriate agencies, purchasing insurance, following any rules of disclosure currently required by the IRS, and obtaining required licenses (such as raffle license) or permits.
* The sponsor/organization holding the event intended to benefit RMHCAA agrees to indemnify and hold RMHCAA harmless from any and all claims that may arise as a result of this event.
* RMHCAA cannot commit the resources of its volunteers or staff to assist at the event.
* RMHCAA cannot distribute its donor, family or volunteer list. Any activity that requires RMHCAA to solicit its donors or Board of Directors to make or solicit purchases, will not be accepted.
* RMHCAA receives critical support from the corporate world. RMHCAA shall not share its sponsor contact information to third parties and will only allow third parties to solicit on our behalf with prior approval.
* RMHCAA cannot guarantee attendance, ticket sales, or in-kind donations.
* RMHCAA cannot incur any event-related costs.
* The sponsor is responsible for performing all things necessary for the successful completion of the fundraising event, and shall assume full obligation and responsibility for the payment of all expenses in connection therewith, without regard to the amount of funds collected through the fundraising event.
* The sponsor agrees to promptly deliver to RMHCAA after the completion of the fundraising event, all proceeds including pledges, and to provide a written accounting of the fundraising event if requested.

I have read and agree to all of the above terms.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Approved by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_+

Kim Kelly, RMHCAA Executive Director

After signing the Third Party Fundraising Guideline terms listed above, please return this form along with your Third Party Fundraising application to RMHCAA’s Development and Events Manager, Mary Moffet. Email [mmoffett@rmhcannarbor.org](mailto:mmoffett@rmhcannarbor.org) or mail to Mary Moffett, RMHCAA, 1600 Washington Hts., Ann Arbor, MI 48104. Questions? Call Mary Moffett at (734) 998-6531.